

Thurston County
Quit Line Data Summary
January 1 - March 31, 2004

	County	State
Number of Calls to Quit Line	N = 131	N = 3,363
Percent of Statewide Calls	4.7%	100.0%
Percent of State Population in County¹	3.5%	100.0%
	County %	State %
Gender	N = 127	N = 2,906
Female	70.1%	64.2%
Male	29.9%	35.8%
Race/Ethnicity	N = 123	N = 2,468
People of Color	13.0%	13.1%
White	87.0%	86.9%
Age	N = 127	N = 2,642
Less than 18 years old	0.8%	1.1%
18 - 24 years old	22.0%	15.2%
25 - 34 years old	19.7%	23.1%
35 - 44 years old	21.3%	24.6%
45 years and older	36.2%	36.0%
Education	N = 124	N = 2,581
Did not graduate high school	16.9%	19.0%
High school graduate	41.1%	36.0%
Some college/vocational school	32.3%	36.4%
College graduate	9.7%	8.6%
Caller Type	N = 128	N = 3,052
General Information	4.7%	12.6%
Health care provider	0.0%	3.6%
Tobacco user	95.3%	83.8%
Payer Type	N = 107	N = 2,005
Insured	29.0%	31.2%
Uninsured	30.8%	29.4%
Medicaid	40.2%	39.4%
Heard About	N = 108	N = 2,412
Past caller	17.6%	15.7%
Employer/worksites	1.9%	1.2%
Health care provider	36.1%	31.8%
Television	8.3%	11.9%
Outdoor advertisement (billboard/bus/wall)	1.9%	1.8%
Targeted mailing	0.0%	0.1%
Great Start	0.0%	0.2%
Radio	0.0%	1.8%
Newspaper/Magazine	0.0%	0.7%
Brochure/Newsletter	6.5%	5.4%
Family or friend	24.1%	22.7%
Health Department	2.8%	5.4%
School	0.9%	1.4%